

# Home Furnishings Calendar 1950

## JANUARY

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## HOME FURNISHINGS CALENDAR

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\* HOME FURNISHINGS CALENDAR covers all aspects of the home: building and housing; \*  
 \* furnishing and decorating; gardening and horticulture; food and major appliances, \*  
 \* \*\*\*\*\* \*

\* The CALENDAR will furnish free to yearly subscribers an accurate list of editors \*  
 \* who cover every phase of the home furnishings field on national trade and con- \*  
 \* sumer publications. Non-subscribers pay \$25 for this list. Personnel changes \*  
 \* and additions are published weekly. Avail yourself of this invaluable service. \*  
 \* \*\*\*\*\* \*

\* One of our important functions is to clear dates so that conflicts will not \*  
 \* arise. Check with us as to available times before scheduling your next affair. \*  
 \* \*\*\*\*\* \*

\* Events are listed without charge in the CALENDAR for approximately six weeks in \*  
 \* advance. Let us have your listing as early as possible so that we may help you \*  
 \* to avoid conflicts in dates and give you increasingly better service. New events, \*  
 \* last minute changes and revisions are added each week as scheduled. \*  
 \* \*\*\*\*\* \*

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday Dec. 7 10:30 A.M. Breakfast	PRESS SHOWING NEW DECORATIVE FABRICS New designs in the "Town and Country" collection of drapery and slipcover fabrics by Colonial Drapery & Curtain Corporation will be shown to the Boston press in the Ensemble Shop of R. H. White Corp., by invitation only. Publicity: Franklin Fisher & Assoc., 214 E. 41st St., MU. 2-1983.	R.H. WHITE CORP. COLONIAL DRAP & CURT. CORP.	518 WASHINGTON ST. BOSTON, MASS.
Thursday Dec. 7 6:30 P.M.	PRESENTATION DINNER FOR "TRAIL BLAZERS" A dinner to honor the early trail blazers of the Western Furniture Industry will be held in the Mart Club Auditorium. Tickets, \$7.50 each. Contact: Frank K. Runyon, Pres., Western Mdse. Mart, 1355 Market Street, San Francisco, Calif.	RETAIL FURN. ASSN. OF CAL. WESTERN MERCHANDISE MART	1355 MARKET STREET SAN FRANCISCO
Thursday Dec. 7	LAST ISSUE TO APPEAR Due to war conditions and the probable shortage of good quality paper, this publication will be suspended with its eleventh issue, on the newsstands on January 2. Contact: Mrs. Gardner Cowles, MU. 8-0300.	FLAIR MAGAZINE	488 MADISON AVENUE
Thursday Dec. 7	NEW CHAPTER ANNOUNCED A third member group of this organization has just been formed in Washington. Officers are Annette C. Ward, president, Staff Correspondent for Fairchild Publications; Directors: Lois Wannan, Woodward & Lothrop; Lucia Brown, Washington Post; Margaret Riker, Lansburgh & Bro.; Camilla Wood Payne, Interior Decorator; Jean Arn, The Hecht Co., Silver-Springs, Md.; Virginia Hussey, The Hecht Co., Washington, D.C.; Jean Fischer, Woodward & Lothrop. Contact: Lucia Brown, Home Fashions Editor, Washington Post, Washington, D. C.	HOME FASHIONS LEAGUE, INC.	WASHINGTON, D. C.



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday Dec. 7	NEW OFFICES ANNOUNCED The New York Chapter of the A.I.D. has moved to its new quarters. For all information or suggestions please communicate with: Helen Hutchins, executive secretary, 211 East 49th St., New York 17, N.Y., EL. 5-3534.	AM. INST. OF DECORATORS	211 EAST 49TH STREET
Thursday Dec. 7 Just out	BOOK ON ANTIQUES A book on antiques by Carl W. Drepperd, well-known authority on the subject, is out today. It is "Victorian - The Cinderella of Antiques," and is profusely illustrated, \$3.95. Publicity: Helen Crosby, CI. 6-1700.	DOUBLEDAY & CO., INC.	14 WEST 49TH STREET
Saturday Dec. 9 Going on	OFFICE TO MOVE All service offices of the Mart will move to the 14th floor on or about this date to release their present space for occupancy by Westinghouse Electric Corp. They will remain there for about nine months and then be moved to a central location on the main floor. Contact: Wallace Ollman, general manager, Merchandise Mart, Chicago 54, Illinois.	MERCHANDISE MART	CHICAGO 54, ILLINOIS

WEEK BEGINNING MONDAY, DECEMBER 11, 1950

Monday Dec. 11 7:30 P.M.	TENTH LECTURE Direct Mail Advertising - best use of sales letters, booklets and catalogs, is the subject of this lecture to be given by Edward N. Mayer, Jr., pres. James Gray, Inc. Contact: Mabel Blake, CI. 5-4149.	ADV. WOMEN OF N.Y.	WALDORF-ASTORIA
Monday Dec. 11- Dec. 12	PRODUCTION CONFERENCE ON MOBILIZATION PROBLEMS A national production conference to discuss the problems of mobilizing the economy will be sponsored by the American Management Assn. Topics to be discussed include obtaining defense orders, the tight labor market, wage levels, production and quality control, security against sabotage. A distinguished list of speakers will handle these discussions. Publicity: Edward K. Moss, Public Relations Director, BR. 9-6055.	AM. MANAGEMENT ASSN.	HOTEL DRAKE CHICAGO, ILLINOIS
Tuesday Dec. 12 4:00 P.M.- 7:00 P.M.	PRESS PARTY A "Glögg Party" for the press will be given by Greta Von Nessen of Nessen Studios on this date to celebrate the holiday season. By invitation only. Publicity: Harold Siesel, 424 Madison Avenue, EL. 5-0138.	GRETA VON NESSEN	5 UNIVERSITY PLACE
Wednesday Dec. 13	TREASURE CHEST CHRISTMAS PARTY A special Christmas Party will be held on this date. Publicity: Claire A. Kohn, Dir. Pub. Relations, United Wallpaper, Mdse. Mart, Chicago, Ill.	HOME FASHIONS LEAGUE OF CHICAGO	MERCHANTS & MFRS. CLUB, CHICAGO, ILL.
Dec. 13- Dec. 15	PRODUCTION SEMINAR, AM. MANAGEMENT ASSN., DRAKE HOTEL, CHICAGO, ILLINOIS. CONTACT: J. O. RICE SEC., 330 W. 42, NYC, PUBL.: EDW. K. MOSS, BR. 9-6055.		
Thursday Dec. 14 12:30 P.M. Luncheon	CHRISTMAS PARTY A gala party featuring stars of radio, television and stage will be held. Ernestine Gilbreth Carey, co-author of "Cheaper by the Dozen" will be guest speaker. Tickets, \$3.50 to members, \$3.75 for guests. Contact: Mabel Blake, 1233 Sixth Avenue, New York 19, N.Y., CI. 5-4149.	ADV. WOMEN OF N.Y.	WALDORF-ASTORIA



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday Dec. 14 3:00 P.M.- 7:00 P.M. Cocktails	ANNUAL CHRISTMAS PARTY A smorgasbord and cocktail party for the press will be given by Swedish Modern at their showroom at Fifth Avenue and 53rd Street. Two exciting new items will be introduced to the press at this time. Publicity: John Kelly, Jamian Advertising and Publicity, Inc., 30 Vesey Street, New York 7, N.Y., WO. 2-6020.	SWEDISH MODERN	675 FIFTH AVENUE
Thursday Dec. 14- Dec. 15	PLASTICS CONFERENCE A two-day conference of the SPI Plastics Film, Sheeting and Coated Fabrics Division will feature papers on subjects of interest to the industry as well as talks. The conference is open to anyone interested in the subject even if not members. Publicity: Langdon P. Williams, MU. 6-1490.	SOC. PLASTICS INDUSTRY	COMMODORE HOTEL
Friday Dec. 15	NEW SHOWROOMS TO OPEN Updecor Fabrics, importers of fine upholstery and drapery fabrics and silks, and Ramsona Fabrics, importers of hand-blocked and hand-printed English linens and chintzes, will move to new and larger showrooms on or about this date. Publicity: B. T. Givaudan, MU. 9-6597.	UPDECOR FABRICS, INC. RAMSONA FABRICS, LTD.	FOURTH FLOOR 6 EAST 53RD STREET
Saturday Dec. 16 8:00 P.M.	CHRISTMAS PARTY This organization's annual Christmas party will be held at the Salvation Army Home for Working Women at the above address. Members are asked to donate a gift or gifts suitable as stocking stuffers. Contact: Mabel Blake, CI. 5-4149.	ADV. WOMEN OF N.Y.	297 TENTH AVENUE

WEEK BEGINNING MONDAY, DECEMBER 18, 1950

Monday Dec. 18 6:00 P.M.- 9:00 P.M.	ANNUAL CHRISTMAS PARTY The annual Christmas party of this organization will be devoted to raising funds for the Handicapped Children's Home Service. Contact: Rita Otway, Club Secretary, Shelton Hotel, PL. 5-4000.	PUBLICITY CLUB OF N.Y.	MADISON HOTEL
Monday Dec. 18 7:30 P.M.	ELEVENTH LECTURE Subject of this lecture is Outdoor and Transportation Advertising. C. D. McCormick of Outdoor Advertising, Inc., will discuss its special advantages and special techniques. Contact: Mabel Blake, CI. 5-4149.	ADV. WOMEN OF N.Y.	WALDORF-ASTORIA

ADVANCE DATES AND NOTICES

Dec. 25	CHRISTMAS DAY (Monday).
Dec. 31	NEW YEAR'S EVE (Sunday).
Jan. 1	NEW YEAR'S DAY (Monday) LEGAL HOLIDAY.
Jan. 4- Jan. 12	72ND ANNUAL PITTSBURGH GLASS & POTTERY EXHIBIT, HOTEL WM. PENN, PITTSBG. CONTACT: JOHN HAMMER, KNOX, PENNSYLVANIA.
Jan. 4- Jan. 12	KEYSTONE CHINA AND GLASS SHOW, HOTEL FORT PITT, PITTSBURGH, PENNSYLVANIA. CONTACT: J. ANDREW SQUIRES, 1165 BROADWAY, NEW YORK, N.Y.
Jan. 7- Jan. 12	NATIONAL DOMESTICS & LINEN SHOW, HOTEL NEW YORKER, NEW YORK, N.Y. CONTACT: MRS. G.R. WIGFALL, SEC., NATIONAL EXHIBITORS, LANSDALE, PENNA.



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Jan. 7- Jan. 12	NEW YORK CURTAIN & DRAPERY SHOW, HOTEL NEW YORKER, NEW YORK, N. Y. CONTACT: MRS. G.R. WIGFALL, SEC., NATIONAL EXHIBITORS, LANSDALE, PENNA.		
Jan. 7- Jan. 17	WINTER LAMP SHOW, PALMER HOUSE, CHICAGO, ILLINOIS. CONTACT: JACOB FOGELSON, N.Y. LAMP & SHADE MFRS. ASSN., 15 E. 26, MU. 3-3460.		
Jan. 7- Jan. 18	OFFICIAL 1951 CARPET WINTER MARKET, CHICAGO, ILLINOIS. PUBLICITY: MELVA CHESROWN, FRED ELDEAN ORGANIZATION, EL. 5-7651.		
Monday Jan. 8	MEETING NEWLY FORMED NATIONAL CARPET RETAILERS ASSN., CHICAGO, ILLINOIS. CONTACT: HARRY KAUFMAN, LU. 2-0640 OR SOL STOUMEN, 724 CHESTNUT, PHILA.		
Jan. 8- Jan. 12	CARPET WHOLESALERS' MARKET WEEK, MFRS. & WHOLESALERS SHOWROOMS, NEW YORK PUBLICITY: JACK LECLAIR, 140 WEST 57TH STREET, CI. 7-3051.		
Monday Jan. 8- Jan. 11	ANNUAL CONVENTION The annual convention of this association will be highlighted by a banquet on Thursday, Jan. 11 at the Hotel Statler. Contact: J. Gordon Dakins, general manager, N.R.D.G.A., 100 West 31st St., CH. 4-8780.	N.R.D.G.A.	HOTEL STATLER
Monday Jan. 8- Jan. 18	MONTREAL FURNITURE SHOW TO OPEN IN NEW BUILDING Montreal's winter furniture show will be held on these dates and will include lamps, upholstered goods, bedding, chrome and garden furniture and juvenile goods. Contact: J.A. Blanchard, Montreal Furn. Mart, Montreal.	FURN. MFRS. ASSN. MONTREAL FURNITURE MART	RACHEL & PAPINEA MONTREAL, CANADA
Monday Jan. 8- Jan. 18	WESTERN ONTARIO FURNITURE SHOW Twenty-five furniture manufacturers of this area will participate in this show which will have headquarters in the Walper Hotel. Exhibits will be in individual factory showrooms. Contact: Murray Snyder, Snyders Ltd., Waterloo, Ontario, Canada.	FURNITURE MANUFACTURERS RETAILERS, ETC.	WALPER HOTEL KITCHENER, ONT.
Monday Jan. 8- Jan. 19	WINTER FURNITURE MARKET In accordance with the new policy adopted last year, Market Week will start the 2nd Mon. in Jan. in both Chicago and Grand Rapids. Contacts: Mdse. Mart: Wallace O. Ollman; Am. Furn. Mart: L. H. Whiting; Grand Rapids market, C. F. Campbell, 427 E. Fulton St., Grand Rapids, 3, Mich.	MDSE. MART: AM FURN. MART SHOWROOMS	CHICAGO, ILLINOIS GRAND RAPIDS, MICH.
Monday Jan. 8- Jan. 19	NEW CARPET This carpet manufacturer will introduce its first "chemifiber" carpet with a pile woven completely of man-made yarn at the January Market. Named Lorain, it is woven in two levels of looped pile in a two-tone color yarn to create the effect of a horizontal texture for contemporary or period interiors. Made of viscose acetate yarn, the carpet will be offered at a lower price than if it were made of wool. Colors are gray, beige and green and it will be available in 27" 9' and 12' widths at about \$10 a square yard retail. Publicity: Virginia Burdick, 126 E. 19th St. OR. 4-6462.	ARCHIBALD HOLMES & SONS	CHICAGO, ILLINOIS
Jan. 8- Jan. 19	CHICAGO DRAPERY MARKET, MERCHANDISE MART, CHICAGO 54, ILLINOIS. PUBL.: GERTRUDE SCHROCK, NEWS BUREAU, MERCHANDISE MART, CHICAGO 54, ILL.		



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday Jan. 10- Jan. 16	BANQUET AND COCKTAIL PARTY The semi-annual banquet sponsored by the Chicago Drapery Market Association will be held on January 10. On January 16, during the second week of the Market, a cocktail party will be held from 5:30 to 7:30 P.M. at the Merchants & Mfrs. Club in the Merchandise Mart. Contact: Tony Varon, secretary, Chicago Drapery Market Assn., 1383 Merchandise Mart, Chicago.	CHICAGO DRAPERY MARKET ASSOCIATION	SHERMAN HOTEL CHICAGO, ILLINOIS
Thursday Jan. 11- Jan. 12	OPEN HOUSE AND MEETING An open house will be held from 4 to 6 P.M. on Jan. 11 for members at 608 Fifth Ave. The business meeting will be held on Jan. 12 in the West Foyer of the Waldorf-Astoria. Contact: Albert Haase, 608 5th Ave., PL. 7-3075.	JEWELRY INDUSTRY COUNCIL	WALDORF-ASTORIA
Jan. 14- Jan. 17	NATL. APPLIANCE & RADIO DEALERS ASSN. CONVENTION, STEVENS HOTEL, CHICAGO. CONTACT: IRA LAVIN, EXEC. SECTY, MERCHANDISE MART, CHICAGO 54, ILLINOIS.		
Jan. 14 Jan. 19	NEW YORK LAMP SHOW, HOTEL NEW YORKER, NEW YORK, N.Y. CONTACT: GEORGE F. LITTLE MANAGEMENT, 220 FIFTH AVENUE, NEW YORK, N.Y.		
Jan. 14-19	CURTAIN, DRAPERY, DOMESTICS AND LINEN SHOW, STEVENS HOTEL, CHICAGO, ILL.		
Jan. 15- Jan. 18	GENERAL MANAGEMENT CONFERENCE, AM. MANAGEMENT ASSN., BILTMORE, LOS ANGELES, CALIFORNIA. PUBLICITY: EDWARD K. MOSS, BR. 9-6055.		
Jan. 15-24	CANADIAN FURNITURE MART SHOW, TORONTO, CANADA.		
Monday Jan. 15- Dec. 31	'51 GOOD DESIGN EXHIBIT Finn Juhl, noted architect and designer, has been selected to design the interior settings for the 1951 exhibit of "Good Design" at the Merchandise Mart which will open on January 15 during the Winter Furniture Market and remain on view during 1951. Publicity: Betty Chamberlain, CI. 5-8900.	MERCHANDISE MART	CHICAGO 54, ILLINOIS
Jan. 18- Jan. 25	NATIONAL HOUSEWARES MFRS. ASSN., NAVY PIER, CHICAGO, ILLINOIS. CONTACT: A. W. BUDDENBERG, 1140 MERCHANDISE MART, CHICAGO 54, ILLINOIS.		
Friday Jan. 19 10:00 A.M.- 4:00 P.M.	PRESS SHOWING: NEW LINE A press showing, by invitation only, of Firth's new line, will be held all day with a luncheon for the press in the company's showrooms. Publicity: Ann Benson, MU. 9-8224.	FIRTH CARPET COMPANY	295 FIFTH AVENUE
Jan. 21- Jan. 25	ANNUAL CONVENTION & EXPOSITION OF NATL. ASSN. HOME BUILDERS, STEVENS & CONGRESS HOTELS, CHICAGO. CONTACT: K.E. SHEPARD, 75 E. WACKER DR., CHICAGO.		
Jan. 21- Jan. 25	MIDWINTER MARKET WEEK GIFT SHOW, PARKER HOUSE, BOSTON, MASSACHUSETTS. CONTACT: JOHN L. CLABBY, PARKER HOUSE, BOSTON, MASSACHUSETTS.		
Jan. 21- Jan. 26	32ND CALIFORNIA GIFT SHOW, BRACK SHOPS & MDSE. MART, ALEXANDRIA & BILTMORE HOTELS, LOS ANGELES, CAL. CONTACT: WOODY C. KLINGBORG, 1151 S.BWAY, L.A.		
Jan. 22- Jan. 25	MEETING AMER. SOC. HEATING & VENTILATING ENGINEERS, BELLEVUE-STRATFORD, PHILA., PA. CONTACT: A. V. HUTCHINSON, 51 MADISON AVE., MU. 3-0291.		
Jan. 22- Jan. 25	SOUTHEASTERN CHINA, GLASS & GIFT SHOW, ATLANTA, GEORGIA. CONTACT: F. B. STEWARD, 1492 PEACHTREE ST., N.W., ATLANTA 5, GEORGIA.		



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Jan. 22- Jan. 26	INTL. HEATING & VENTILATING EXPOSITION, COMM. MUSEUM, 34TH BELOW SPRUCE, PHILA., PA. CONTACT: C. F. ROTH, GRAND CENTRAL PALACE, PL. 5-8234.		
Jan. 22- Jan. 27	NEW YORK FURNITURE MARKET, NEW YORK FURN. EXCH. 206 LEXINGTON AVENUE. CONTACT: LOU SCHNEIDER, MU. 5-1160.		
Jan. 22- Jan. 27	HIGH POINT FURNITURE MARKET, HIGH POINT, NORTH CAROLINA. CONTACT: PAUL W. CASEY, SOUTHERN FURN. EXP. BLDG., HIGH POINT, N. C.		
Jan. 28- Feb. 1	WASHINGTON GIFT SHOW, HOTEL WILLARD, WASHINGTON, D. C. CONTACT: GEORGE F. LITTLE MANAGEMENT, 220 FIFTH AVENUE, NEW YORK, N.Y.		

### MUSEUM, GALLERY AND GARDEN NEWS

Friday Dec. 8 2:00 P.M.- 4:45 P.M.	PREVIEW FOR PRESS A special opportunity for the press to see the large selection of home furnishings being prepared by the Museum for circulation overseas is being offered at the Manhattan Storage Warehouse, corner 52nd St., before the material is packed for shipment. Edgar Kaufman, Jr., will be on hand to answer questions. A large selection of photographs may be seen and orders for them may be placed at this time. Out of town editors will be supplied with a selection of photographs on request. It must be clearly understood that this preview does <u>not</u> constitute permission to release material. As soon as the sailing date is known the press will be notified. Publicity: Betty Chamberlain, Publicity Director, CI. 5-8900.	MUSEUM OF MODERN ART	801 SEVENTH AVENUE
Friday Dec. 8- Jan. 7	TEXTILE EXHIBIT An exhibition of textiles called "Printed Cottons, Past and Present," will feature Indian stuffs lent by the Textile Museum of the District of Columbia, European fabrics lent by Cooper Union and about thirty silk screen prints by contemporary artists lent by Brunschwig & Fils, Dan Cooper, Greeff Fabrics, F. Schumacher and J.H. Thrope. There will be a small private viewing on Friday, Dec. 8 from 5:30 to 7 P.M. and the exhibition will open to the public on Saturday, Dec. 9. Contact: Mrs. Margaret T. J. Rowe, Curator of Textiles, Yale Univ. Art Gallery, New Haven, Conn.	YALE UNIVERSITY ART GALLERY	NEW HAVEN, CONN.

### TELEVISION NEWS

Tuesday Dec. 12 12:00 M.- 1:00 P.M.	TELEVISION PROGRAM KATHI NORRIS SHOW Frederic H. Rahr of the Rahr Color Clinic is going to demonstrate the new Tint-A-Matic way of mixing paint to Kathi Norris' viewers. By means of small color cubes almost any hue a customer desires can be mixed in accredited paint stores throughout the country. Publ.: Babs Doniger, PL.3-1742.	WNET CHANNEL 4	NBC ROCKEFELLER PLAZA
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### LAST MINUTE NOTICE

Thursday Dec. 7 4:30 P.M. Cocktails	PRIVATE SHOWING FOR THE PRESS A new line of Hungerford "Contemporary American" bedroom furniture will be privately shown to the press on this date. There are 22 pieces of solid Honduras mahogany in two finishes. Many pieces are dual-purpose and could be used in rooms other than bedrooms. From Dec. 8 to 13 Hungerford dealers will see the line. Publicity: Alma Zaiss, PL. 9-2900.	S.R. HUNGERFORD CO., INC. MEMPHIS, TENNESSEE	SPENCE STUDIOS 910 FIFTH AVENUE
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# *Home Furnishings Calendar*

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Room 519, 9 East 46th Street, New York 17, N. Y. PLaza 9-2917

Emma Aubert Cole, Managing Editor  
Zelda K. Schiller, Circulation Manager  
Hilda Kassell, Promotion Director

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